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7 The present invention makes it possible to readily judge the details of data transmitted through a bus line, such as the channel structure, at the receiver's end. When data is transmitted in a predetermined format per unit having a predetermined data length among devices linked to a certain bus line, the data is transmitted by setting up a section for transmitting auxiliary data of transmission data in a unit having the predetermined data length, and placing identification data related to spatial placement of the transmission data in a first section within the section for transmitting the auxiliary data, and data related to set-up of the transmission data in a second section within the section.

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